

PMTS04 workshop, a. y. 2021-2022

A Rebirth in the Alps. Hosts & tourists among web strategies and territorial management

The 2021-2022 edition of the PMTS04 workshop at the University of Bergamo involved seven students attending the final year of the Master Course in Planning and Management of Tourism Systems, an **association** among family accommodations in the province of Bergamo, and three Destination Management Organizations (**DMOs**) in the same area. It held its first meeting on November 2, 2021 and its final one on February 22, 2022, totalizing 18 meeting hours.

Day-by-day communication was maintained through the private Facebook group UniBg Bergamo Alps Team 2022 (<https://www.facebook.com/groups/unibgalps2022>). All workshop's material – the final presentation included – have been shared in a **Google Drive repository** which is freely available to everyone interested (https://drive.google.com/drive/folders/1w1JjUZTj06fEOW_iYF9z2ZaT_3pRYCK).

In view of the pandemic situation and the participants' choice, most meetings were held on line. Participants, however, organized voluntary trips – both individual and in groups – to explore the involved destinations and keep in touch with the **Bergamo B&B and Co.** association (<https://www.bbbergamoinfo.it/>), and the relevant DMOs, namely **Altobrembo** (<https://www.altobrembo.it/>), **VisitBrembo** (<https://www.visitbrembo.it/>), and **PromoSerio** (<https://www.valseriana.eu/>).

The workshop was designed as early as in July 2021 by a visiting professor, Roberto Peretta, as a redeveloped edition of the PMTS04 workshop, a .y. 2020-2021, which involved the same territorial entities and is extensively reported in a dedicated chapter (Peretta R., Cuomo, M., Rovelli, L. & Milesi, G.. Addressing the challenges of DMOs in the Italian Alps through CBL in a time of pandemic) of *The Emerald Handbook of Challenge-Based Learning* published in 2022. In fact, the workshop was purposefully designed as a case of **Challenge-Based Learning**, where the territorial entities would be involved, rather than as study fields, as subjects of challenges that the workshop would engage in.

Group 1: Davide Struček & Giada Martinelli - Altobrembo

Struček and Martinelli had a collaboration with **Altobrembo**, which is the DMO of Alta Val Brembana or Upper Brembana Valley.

Altobrembo is a tourism promotional association which unites the municipalities of Averara, Cassiglio, Cusio, Mezzoldo, Olmo al Brembo, Ornica, Piazza Brembana, Piazzatorre, Piazzolo, Santa Brigida and Valtorta. Altobrembo also includes other members like tour operators, traders, artisans, farms and associations involved in tourism at local level.

The macro topic during the workshop was **Terre dei Baschenis**, a brand adopted to indicate a series of municipalities located in the Upper Brembana Valley which keep frescoes made by the Baschenis, a dynasty of painters. The family originated from Santa Brigida, and began to leave traces of their work in villages like Cusio, Ornica, Cassiglio and Santa Brigida starting from the 15th century. Several frescoes by the Baschenis can still be admired in the area.

Altobrembo has decided to promote Terre dei Baschenis in view of the Bergamo-Brescia Italian Capitals of Culture 2023 project, with the aim to use the Baschenis frescoes as an instrument to disclose the Upper Brembana Valley and encourage tourists to visit these small and quite unknown villages.

According to the association's request, Struček and Martinelli produced two interviews and a digital map.

The **interviews** were aimed at promoting the Upper Brembana Valley. Struček and Martinelli had the pleasure to interview **Tosca Rossi** and **Ugo Manzoni**, the first being a qualified tourist guide since 1998 and founder of the Terre di Bergamo brand, and the latter a contributor to the Terre dei Baschenis project. They gave relevant information and were very positive towards the future of the Bergamo-Brescia 2023 project. Both interviews, subtitled in English, are available in mp4 format at the aforementioned Google Drive repository (https://drive.google.com/drive/folders/1w1JjUZTj06fE0W_iYF9z2ZaT_3pRYCK).

The digital interactive **map** is intended to show the geographic position of all the works attributed to the Baschenis dynasty in the area up to this day. The map was developed using QGIS, a software through which a multi-layered map was created – one layer indicating the buildings where the works are located, and another the works' titles, dates and authors. The map will be uploaded on the official Altobrembo website.

A complete **list of the relevant works**, that Struček and Martinelli produced and commented, follows.

CASSIGLIO

<p>Data: 1570-1580</p> <p>Luogo: Chiesa Parrocchiale di San Bartolomeo apostolo</p> <p>Autore: Cristoforo III Baschenis il Vecchio</p> <p>Nome: <i>Danza Macabra</i></p> <p>Descrizione: La danza macabra è tra gli esempi più impressionanti di questo lugubre genere. I personaggi in corteo sono posti su due file, danzando in una sorta di corteo rettilineo nel quale, tenendosi per mano, si alternano viventi e scheletri. Nella fila superiore, al centro, spicca uno scheletro scatenato, che si agita in modo convulso, preso dalla foga del ballo, mostrando le articolazioni delle ossa.</p>	<p>Date: 1570-1580</p> <p>Place: Parish Church of Saint Bartholomew the Apostle</p> <p>Author: Cristoforo III Baschenis il Vecchio</p> <p>Name: <i>Danse Macabre</i></p> <p>Description: <i>Danse Macabre</i> is one of the most amazing examples of this gloomy genre. The characters in the cortège are placed in two different lines; they are dancing in a kind of straight procession where, holding hands living people and skeletons alternate. In the top row, in the centre, an unchained skeleton stands out. He fidgets in a disconnected way, completely taken by the dance, showing its joints of the bones.</p>
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CUSIO

<p>Data: 1583</p> <p>Luogo: Oratorio di San Giovanni Battista</p> <p>Autore: Cristoforo IV Baschenis il Giovane</p> <p>Nome: <i>Annunciazione, Dio Padre e angeli con i simboli della Passione, Storie del Battista</i></p> <p>Descrizione: Nella chiesa è conservato un ciclo di affreschi che ornano l'arco trionfale e il presbiterio. Si tratta di semplici scene ad opera di Cristoforo Baschenis, detto il Giovane. Nell'arco trionfale è rappresentata l'Annunciazione e sul presbiterio scene della vita di San Giovanni, oltre le figure di Santa Maria Maddalena, Santa Margherita, San Francesco e Sant'Antonio.</p>	<p>Date: 1583</p> <p>Place: Oratory of Saint John the Baptist</p> <p>Author: Cristoforo IV Baschenis il Giovane</p> <p>Name: <i>Annunciation, God the Father and angels with the Symbols of the Passion, Stories of Saint John the Baptist</i></p> <p>Description: The church houses a cycle of frescoes that adorn the triumphal arch and the presbytery. These are simple scenes by Cristoforo Baschenis, known as the Younger. The Annunciation is represented in the triumphal arch and it is possible to see scenes from the life of Saint Giovanni on the presbytery, as well as the figure of Saint Maria Maddalena, Saint Margherita, Saint Francesco and Saint Antonio.</p>
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ORNICA

<p>Data: 1485</p> <p>Luogo: Chiesa Parrocchiale di Sant’Ambrogio Vescovo</p> <p>Autore: Angelo Baschenis</p> <p>Nome: <i>Cristo in maestà e angeli, Dottori della Chiesa, Assunzione di Maria.</i></p> <p>Descrizione: L’opera di Angelo Baschenis è affrescata nella volta della sagrestia della chiesa. Esso rappresenta uno degli esempi più significativi delle opere che hanno lasciato sul territorio i pittori Baschenis. Le figure sono raggruppate in quattro settori, corrispondenti alle quattro vele della volta gotica a crociera. Nelle due vele maggiori sono presenti il Cristo Pantocratore fra quattro angeli e la Madonna assunta fra angeli. Le altre due vele rappresentano i quattro Dottori della Chiesa: Ambrogio, Agostino, Girolamo e Gregorio Magno con i simboli dei quattro evangelisti.</p>	<p>Date: 1485</p> <p>Place: Parish church of Saint Ambrose the Bishop</p> <p>Author: Angelo Baschenis</p> <p>Name: <i>Christ in Majesty and angels, Doctors of the Church, Assumption of the Virgin</i></p> <p>Description: Angelo Baschenis’ artwork is frescoed on the vault of the sacristy of the church. It represents one of the most significant examples of the art works that Baschenis painters left on the territory. The figures are grouped into four sectors, corresponding to the four rib vaults of the gothic cross vault. In the two major rib vaults, there are <i>Christ Pantocrator</i> between four angels and <i>the Virgin Mary</i> assumed among angels. The other two rib vaults represent the four Doctors of the Church: <i>Ambrose, Augustine, Jerome</i> and <i>Gregory the Great</i> with the symbols of the four evangelists.</p>
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SANTA BRIGIDA

<p>Data: 1541</p> <p>Luogo: Oratorio di San Lorenzo</p> <p>Autore: Simone II Baschenis</p> <p>Nome: <i>Madonna con il bambino in trono tra i santi Lorenzo e Rocco</i></p> <p>Descrizione: Nella scena dipinta si trova al centro la Madonna con il bambino, su un trono coperto da un drappo di broccato d’oro, mentre viene incoronata da due angioletti in volo in alto. Ai lati ci sono i santi Lorenzo e Rocco, mentre altri due angioletti musicisti sono seduti sul gradino dell’altare.</p>	<p>Date: 1541</p> <p>Place: Oratory of Saint Lawrence</p> <p>Author: Simone II Baschenis</p> <p>Name: <i>Madonna and Child Enthroned among Saints Lawrence and Roch</i></p> <p>Description: In the painted scene, the Virgin Mary with the child is in the centre, on a throne covered with a gold brocade cloth, while she is crowned by two little angels flying high. On the sides, there are Saints Lawrence and Roch, while two other musical angels are seated on the altar step.</p>
<p>Data: 1490 - 1495</p> <p>Luogo: Santuario della Madonna Addolorata</p> <p>Autore: Cristoforo II Baschenis</p> <p>Nome: <i>Cristo in maestà, Dottori della Chiesa, Crocifissione, storie di San Nicola da Tolentino</i></p> <p>Descrizione: In questa chiesa la famiglia Baschenis registrava per lo più i suoi atti anagrafici. La cappella originaria risale al X secolo ed ha subito varie trasformazioni nel corso degli anni. All’interno della chiesa sono presenti alcuni affreschi di Cristoforo II Baschenis.</p>	<p>Date: 1490 - 1495</p> <p>Place: Shrine of Our Lady of Sorrows</p> <p>Author: Cristoforo II Baschenis</p> <p>Name: <i>Christ in Majesty, Doctors of the Church, Crucifixion of Jesus, Stories of Saint Nicholas of Tolentino</i></p> <p>Description: In this church the Baschenis family mostly recorded their registry documents. The original chapel dates back to the 10th century and it has undergone various transformations over the years. Inside the church, there are some frescoes by Cristoforo II Baschenis.</p>

VALTORTA

<p>Data: 1529</p> <p>Luogo: Oratorio di Sant'Antonio Abate alla Torre</p> <p>Autore: Cristoforo II Baschenis</p> <p>Nome: <i>Storie di Sant'Antonio Abate</i></p> <p>Descrizione: Gli affreschi sono posizionati in riquadri che decorano il presbiterio e sono dedicati alla vita di Sant'Antonio Abate. Si tratta di una sequenza che narra le storie del santo, titolare della chiesa. I riquadri sono piuttosto piccoli e sono accompagnati da una numerazione e didascalie in italiano, posizionate sopra al riquadro.</p>	<p>Date: 1529</p> <p>Place: Oratory of Saint Anthony the Abbot from the Tower</p> <p>Author: Cristoforo II Baschenis</p> <p>Name: <i>Stories of Saint Anthony the Abbot</i></p> <p>Description: The frescoes are placed in squares that decorate the presbytery and they are dedicated to the life of Saint Anthony the Abbot. It is a sequence that tells the stories of the saint, owner of the church. The boxes are quite small, and they are accompanied by a numeration and captions in Italian, located above the box.</p>
<p>Data: 1529</p> <p>Luogo: Oratorio di Sant'Antonio Abate alla Torre</p> <p>Autore: Simone II Baschenis</p> <p>Nome: <i>Incoronazione di Maria, Madonna con il bambino in trono tra i santi Antonio Abate e Rocco, crocifissione tra i santi Rocco e Sebastiano, Cristo in pietà, Natività</i></p> <p>Descrizione: Sono affreschi assegnati a Simone II Baschenis, che si trovano sul grande arco che attraversa la chiesa fronteggiando il presbiterio. Sono opere datate al 20 novembre 1529. Sono raffigurate varie scene che non tracciano propriamente un ciclo cristologico.</p>	<p>Date: 1529</p> <p>Place: Oratory of Saint Anthony the Abbot from the Tower</p> <p>Author: Simone II Baschenis</p> <p>Name: <i>Coronation of the Virgin, Madonna and Child Enthroned among Saints Anthony the Abbot and Roch, Crucifixion of Jesus among Saints Roch and Sebastian, Christ in Piety, Nativity</i></p> <p>Description: The frescoes, assigned to Simone II Baschenis, are located on the large arch that crosses the church in front of the presbytery. The works are dated November 20, 1529. Many scenes, that do not properly trace a Christological cycle, are depicted.</p>
<p>Data: 1529</p> <p>Luogo: Oratorio di Sant'Antonio Abate alla Torre</p> <p>Autore: Simone II Baschenis</p> <p>Nome: <i>Polittico con Madonna con il bambino in trono tra Sant'Antonio Abate e San Lorenzo, Pietà tra Sant'Ambrogio e Santa Caterina d'Alessandria, Dio padre e angeli, Redentore e dodici apostoli</i></p> <p>Descrizione: L'opera fa parte di questo oratorio, ma oggi è custodita nella chiesa parrocchiale di Valtorta, nel centro del paese. È un polittico poco studiato e in genere ritenuto un'opera modesta e periferica.</p>	<p>Date: 1529</p> <p>Place: Oratory of Saint Anthony the Abbot from the Tower</p> <p>Author: Simone II Baschenis</p> <p>Name: <i>Polyptych with Madonna and Child Enthroned among Saints Anthony the Abbot and Lawrence; Piety among Saints Ambrose and Catherine of Alessandria; God the Father and angels; The Redeemer and the Twelve Apostles</i></p> <p>Description: The artwork is part of the oratory, but is currently kept in the parish church of Valtorta, in the village centre. It is a little studied polyptych and generally considered a modest and peripheral work.</p>

The work for Altobrembo was run always keeping in mind that the ultimate goals were to increase awareness of the territory and facilitate the access to it – albeit virtually. It must be remembered, in fact, that a consideration of the site before the visit is an important phase in the process of tourism planning. The video interviews contributed in reaching the first goal, while the digital map is useful for the latter. The work wasn't without difficulties, however: Struček and Martinelli couldn't do all the interviews they planned and, because of the COVID situation, couldn't record in presence but only via online meetings. Secondly, a lack of professional competence in digital mapping meant that the interactive map might require improvement in the future.

Group 2: Mattia Bosatelli & Simona Chiumiento - Bergamo B&B and Co.

Bosatelli and Chiumiento worked together with the Bergamo B&B and Co. association in order to complete some projects proposed by the association.

Bergamo B&B and Co., which was established in 2013, connects non-hotel accommodations in Bergamo and the province willing to valorise familiar hospitality in close connection with the territory and its culture, and improve personal relationship with guests. This results from a path of sensibilization, and is intended to promote union among all non-hotel accommodations in the area of Bergamo.

Its objectives include promoting and developing the solidarity and the associationism among B&B operators and other structures, supporting them in the management of the activity. It wants to promote meetings for the sensibilization and the formation of operators, and to promote the territory and products coming from Lombardy trying to encourage the knowledge of the territory and the valorisation of tourism in every form.

The **first challenge** accepted was in collaboration with **Villa Enrica**, a B&B in **Sotto il Monte**, a village in the heart of Isola Bergamasca and the birthplace of Pope John XXIII. Bosatelli and Chiumiento cooperated with Roberta Decio, the owner of Villa Enrica, in two projects.

The first project required producing an itinerary on **izi.TRAVEL** (<https://www.izi.travel/>), a platform which allows creating georeferenced audio guides to visitor attractions, with a map and a recorded spoken commentary best enjoyed through a handheld device. The itinerary would allow tourists to get to know Sotto il Monte under a different perspective, far from the classical association with Pope John XXIII. The goal was to discover places known only by residents and valorise them in a tourism perspective. The resulting **itinerary** (<https://www.izi.travel/en/a3cb-sotto-il-monte-more-than-papa-giovanni-xxiii/en>) will be used by Decio for her guests, to give them the chance to see more than classical places in Sotto il Monte. The intention behind this work was to promote local tourism and attractions, trying to give them a boost.



Figure 1. The flyer for Villa Enrica in Sotto il Monte

The second project in collaboration with Villa Enrica was about producing an illustrative **flyer** (Figure 1), that Decio would attach as a pdf file to every booking confirmation. The idea was to inform guests about what to do in Sotto il Monte, where to eat, and how to reach the most important places in Bergamo.

The **second challenge** accepted by Bosatelli and Chiumiento involved **La Tana del Tasso**, a B&B located in the village of **Cornello dei Tasso** in the Brembana Valley, and its owner **Erika Locatelli**. The goal was to identify a potential target segment of philatelists, to understand who might belong to such a segment, their habits, their trends, and their spending capacity. The research was triggered by the proximity – in a hamlet like Cornello – of the B&B and the local **Museo dei Tasso e della Storia Postale**, a small museum which retraces the story of the local Tasso family (also known as Taxis, for their centuries-old connection with the Habsburgs' empire) and their fundamental role in developing the very first mail system ever established. To perform the research, Bosatelli and Chiumiento cooperated with exponents of the philatelic sector, interviewing Fabio Bonacina, director of the Museo dei Tasso e della Storia Postale, and Michele Bernardi, in charge of communication for the Circolo Filatelico Bergamasco and a student of economics at the University of Bergamo. The idea was to help Locatelli in understanding whether philatelists might really be a target segment for the B&B. The work was challenging, because Bosatelli and Chiumiento didn't know anything about the philatelic and this sector, and no definitive conclusions have been reached to date.

The group also cooperated with the Museo dei Tasso e della Storia Postale in trying to answer questions related to the opportunity to include philatelists among the targets. The museum is currently mainly addressed to family tourism, and it's important for them to know if philatelists might be interested, too.

According to Bosatelli and Chiumiento, all the projects proved to be challenging and stimulating, and were completed in cooperation with local actors that proved to be well managed and organised. Though the work to be done is still much, the workshop looked to be on the right track.

Group 3: Irene Rovelli & Beatrice Spinelli - VisitBrembo

VISIT BREMBO AND THE REBIRTH OF THE VIA PRIULA

1. THE VISITBREMBO ASSOCIATION

VisitBrembo is a non-profit promotion association that includes 37 municipalities, economic operators, and various local promotion associations. Together with these authorities, it aims to raise awareness about the heritage (not only the artistic and cultural one but also the landscape and the human side) of the territories of the **Brembana Valley**, trying not to value them individually but on the contrary in a perspective of communion. Moreover, it also has the purpose of carrying out all the communication and support activities for tourism. With these objectives in mind, on the advice of the association's director, Elena Riceputi, it was decided to focus the work specifically on the historic **Via Priula**.

2. THE HISTORY OF THE ROAD

A symbol of the opening of the Brembana Valley to European influences, the Via Priula was a road built from 1592, during the Venetian rule over and north-eastern Italy, to connect **Bergamo** to the **Valtellina** and Grisons without passing through the territories of the Duchy of Milan. It was travelled by merchants, artists and ordinary people who moved from one place to another in search of work, luck or a change. It had to meet the new economic and strategic expectations of the Venetian government by placing itself as an international itinerary. In this way, the Republic of Venice, in open competition with Milan, strengthened commercial relations with the countries of the Alps, Germany, and Flanders. The road started from Porta San Lorenzo in **Città Alta** (the Upper Town in Bergamo), went up the valley partially following the course of the Brembo river, reached Passo San Marco (the San Marco Pass), and finally descended in Valtellina.

3. THE OBJECTIVES

Taking up the general objective of the workshop, explained in the title itself "A rebirth in the Alps", Rovelli's and Spinelli's intention was to give back to this road, and to all the municipalities that it includes, the historical importance that has been lost over the years.

At first, agreeing with Elena Riceputi, the group worked on the contents of the official website (<https://www.visitbrembo.it/>) related to the Via Priula, providing information about its history, original traits, and useful information for tourists, like weather conditions, transport, accommodation, and the best times to visit, etc. To do this, the collaboration with Albano Marcarini, a renowned researcher, cartographer, and author of the book *La strada Priula e la via Mercatorum*, was fundamental. Since the Via Priula is not well known and not very present on the Web, an expert help in providing reliable documentation was very useful to understand the history, the various paths, and the current role of the road. Marcarini also suggested opening a Facebook page entitled to the Via Priula (<https://www.facebook.com/laviapriula>), with the aim of spreading the knowledge of the road and its territories by sharing content and general information. The page was created by the workshop's designer and initially managed together with Rovelli and Spinelli, with the intention of leaving it successively to the management of VisitBrembo.

Once the historical and informative sections were completed, the work was then dedicated to propose some **stage itineraries**, always at the suggestion of Elena Riceputi. The section of Via Priula taken into consideration is the one starting from Bergamo to reach the San Marco Pass, divided into five stages:

1. from Bergamo to Ville d'Almè (Figure 2),
2. from Villa d'Almè to Zogno,
3. from Zogno to Piazza Brembana,
4. from Piazza Brembana to Mezzoldo,
5. from Mezzoldo to Passo San Marco.

Each of the stages provides:

- a detailed description of the route to be followed and its conditions;
- a table indicating points of departure and arrival, journey time, length of the journey, altitude and elevation gain, the signs to follow, and the recommended period for the visit;
- the main points of interest;
- places to stop and refreshment;
- information on the possibility of renting bicycles;
- a table showing the bus lines to and from the points of departure and arrival of the various stages, considering the city of Bergamo as a reference point.



4. RESULTS AND CRITICAL ISSUES

Proposing the itineraries presented the most critical issues, both because some sections of the historical route have been turned into provincial roads, making a possible pedestrian route difficult, and because of the lack of a path tracing (although, as Elena Riceputi informed us, a GPS tracking should take place in the early months of 2022 thanks to some experienced hikers). Moreover, it's important to keep in mind the fact that some sections are also difficult to travel considering the altitude and the climatic conditions.

For what concerns instead the Facebook page, we noticed that the page is growing. However, although the number of follow-ups and interactions is increasing, it is necessary to continue working to keep the page up to date and encourage as many people as possible to follow it and re-share its content.

ITINERARIES FOR VISITBREMBO: "REDISCOVERING THE VIA PRIULA" from Bergamo to Passo S. Marco

FIRST STAGE - FROM BERGAMO TO SOMBRENO

(Source: <https://www.bergamowalls.com/>)

Route description: Start from the historic starting point of the Via Priula in the city of Bergamo, near **Porta San Lorenzo**. After passing the Valverde area, you can continue along the cycle-pedestrian paths (the "Greenway del Morla e della Quisa") towards the valley of Morla, reaching the municipality of Almè and the Imagna Valley. Continue along the Greenway della Quisa to reach the town of **Sombreno**, from whose sanctuary you can admire the view of the foothills. From this point, in order to reach the town of **Villa d'Almè**, you have to walk along the pedestrian path along the municipal streets.

Route conditions: paved roads and cycle-pedestrian paths.

POINTS OF DEPARTURE AND ARRIVAL
From Bergamo (Upper Town) to Villa d'Almè

TRAVEL TIME
2 hours and 45 minutes

PATH LENGTH
10.0 km

ALTITUDE
From 249 to 300 meters


DIFFERENCE IN HEIGHT
About 90 meters

Main points of interest:

- *Colonna di S. Lorenzo*
- *Cascina di Valmarina*
- *Santuario della madonna di Sombreno*

Places of refreshment or rest:

- Trattoria Falconi (Via Valbona, 81, 24010 Ponteranica BG - 035.572236), good reviews with a score of 4.4 stars on tripadvisor.

 Possibility of bike rental through the website:
https://www.ciclipresenti.it/?page_id=1016

If you are unable to use a car, you can use the following public transport line:

Departure	Destination	Bus line
Bergamo – Piazza Marconi	Sombreno	10 (25 bus stops)
Bergamo station	Villa D'Almè	9 (26 bus stops)

Figure 2. The first stage along the Via Priula as proposed by the workshop

Group 4: Roberto Peretta & Alice Maj - PromoSerio

PromoSerio is the local development agency that deals with the promotion and communication of tourism in the **Val Seriana** and Val di Scalve. It is a non-profit association based in Ponte Nossa.

The workshop's designer took care of providing

1. a collection of data retrieved from the Travel Appeal platform about the perceived sentiment of the city of Clusone in July and August 2021, as PromoSerio asked
2. a collection of data personally retrieved from the main social platforms according to the keywords "#clusone", "Turismo Pro Clusone TPC", "Clusone Comune", "#VisitClusone" and "ValSeriana e Val di Scalve" from December 1st, 2021 to January 31, 2022, organized in an Excel file.

As for point 1., the question about the Travel Appeal platform has dealt with the reliability of its data. In fact, the Travel Appeal platform provides percentages of evaluated sentiment by POI according to time intervals, without detailing the relevant sources or the sentiment evaluation criteria. Yet, by comparing data for the same time interval (July and August 2021) retrieved from the Travel Appeal platform by the workshop's designer with data directly retrieved from the main social platforms by Emma Pennati, an intern at PromoSerio, the conclusion was reached that data from Travel Appeal are reliable. As for the sentiment evaluation criteria, however, it was noticed that the high sentiment percentages reported by Travel Appeal are based on considering every "share" as positive, though sharing is about engagement and not about sentiment.



Detailed results follow, and are available in xls format in the Google Drive repository.

Point of Interest	Type	Contents	Sentiment
Planetario clocò Fanzago	Attraction	173	93.67
Ristorante San Lucio	Restaurant	169	90.53
Avventura in Pineta Park	Attraction	156	94.53
Braceria Pizzeria La Spessa	Restaurant	117	88.24
Agriturismo Larcia	Farm House	112	96.58
Minuscoli	Bar	106	88.18
Busgarina	Bar	93	84.52
Antica Locanda	Hotel	80	92.7
Misc-o	Restaurant	76	89.94
Lenzi Di Clusone	Bar	67	89.4
Trattoria Dei Portici	Restaurant	63	93.33
Pineta	Pizzeria	62	82.52
ZY# - Ristorante sushi	Restaurant	62	81.59
La Campagnola	Pizzeria	52	96.83
Trattoria Il Sabeto E La Volpe	Restaurant	48	91.24
Piccolo Bar di Laura	Bar	48	89.9
Hotel Ambra	Hotel	48	90.44
La Brasca	Restaurant	46	89
Agriturismo Casona Lama	Restaurant	45	78.47
Ristorante Pizzeria Morgan'S	Restaurant	43	85.03
B&B Angela	B & B	40	96.86
Isacco Bistrot	Restaurant	39	91.79
Bar Cadillac	Bar	35	89.71
B&B Del Centro	B & B	34	95.68
Caffè Commercio	Bar	33	85.3
Hamburger e piadine - Non solo Burger	Restaurant	32	92.97
Seizale	Restaurant	29	86.9
Campagna Clusone Pineta	Campina	27	81.91
Osteria Selva	Restaurant	22	99.55
La Volle Cafe	Bar	22	91.07
Haus 3.5	Bar	21	95.71
Caffè Manzù	Bar	21	76.19
piata ciclabile Val Seriana	Park	21	83.81
La Bussola	Hotel	21	91.26
Albergo Della Posta	Hotel	19	89.08
Cinema Garden Clusone	Cinema	17	88.82
ORIENT EXPRESS PUB	Pub	16	86.97
Laghetto Isola Felice	Park	15	89.33
Minuscoli	Bakery	14	72.86
Basilica di Santa Maria Assunta	Church	13	93.08
Minuscoli Srl	Bakery	11	90
Bar Hali	Bar	11	96.36
Kebab Express Clusone	Sandwich Shop	11	70.91
Bar Avenida	Bar	10	90
Bonadei Giuseppe	Bakery	10	98
Babilio	Ice-cream Shop	10	99
Duci	Pastry	10	98
Gelateria Havana	Ice-cream Shop	10	88.65
Dell'Orologio	Cafe	9	56.67
Gelateria Da Claudio	Ice-cream Shop	9	92.22
Chiesa della Beata Vergine del Paradiso	Church	8	95
L'Anisa della Piza	Pizzeria	7	85.71
Pausa Caffè	Restaurant	7	98.57
Osteria da Geppo	Restaurant	7	72.86
Artigiana gelati	Ice-cream Shop	7	90.43
Bar Posta	Bar	6	95
Il Giardino di Balduzzi Angelo	Public garden	6	89.17

Point of Interest	Type	Contents	Sentiment
MAT - Museo Arte e Tempo	Museum	6	91.67
Casa vacanze Marco	House Flat	6	93.08
Paradiso18	Restaurant	5	100
Bar Km ZERO	Bar	5	98
Oratory of Disciplini	Museum	5	96
Danza Macabra	Experiences	5	91
Chiesa dei Santi Defendente e Rocco	Church	5	96
B&B Bel Dummi Clusone	B & B	5	92
Bricombacco Di Rauli Elisabetta Barbara E C. S.A.S.	Bar	4	95
Maio Bar	Bar	4	80
Bar Sport - Bocciodromo	Bar	4	90
Panificio dell'Orologio di Tognon Natalino & C. Snc	Bakery	4	90
Appartamento Clusone	House Flat	4	85.63
Bar Bis	Bar	3	93.33
Bar Puntio	Cafe	3	93.33
Bar Moderno	Bar	3	73.33
Caffè Fanzago	Cafe	3	73.33
Pizzeria Gastronomia Il Sottopasso	Pizzeria	3	80
Ospitalità Clusonese	House Flat	3	100
Casa vacanze in campagna	House Flat	3	98.33
Piccolo appartamento a Clusone	House Flat	3	90.17
Bilocale in centro - ai piedi della danza macabra	House Flat	3	93.33
Caffè dal Mondo - Clusone	Cafe	2	95
Morgan's	Pizza delivery	2	73.75
Vinoteca	Bar	2	100
Roccolo Tommaso	Museum	2	100
Casina Marcolina	Attraction	2	100
Cascata del Fontanino della Mamma	Experiences	2	100
Bosco incantato del Roccolo Zucone	Park	2	100
Chiesa di Sant'Anna	Church	2	95
Parrocchia Delle Fiorine	Church	2	70
Aiuola della PACE	Park	2	90
Chiesa di S.Maria Maddalena e S.Rocco detta dei Morti nuovi	Church	2	90
Ristorante Albergo La Bussola	Hotel	2	81
La Casa di Sara - Villa e a schiera con giardino	House Flat	2	100
Bilocale su due livelli con noleggio mountain bike	House Flat	2	76.75
appartamento incantevole immerso nel verde - zona tranquilla ideale per passeggiate ed escursioni nelle montagne circostanti - 2 km dal centro di Clusone	House Flat	2	100
Trilocale ampio e accogliente CIR 016077-CN-00007	House Flat	2	100
Bar Mantegazza	Bar	1	80
Panificio Balduzzi S.N.C.	Bakery	1	100
Visini Francesco	Bar	1	100
Caffè del Sole	Bar	1	100
Da Pasquale - Piza da Asporto loc. Fiorine	Pizza delivery	1	100
Coliseum Sas Di Zanelli Mauro & C.	Bar	1	80
La Fomeria Minuscoli	Restaurant	1	90
La Baracca	Bar	1	80
Crazy burger beer&food	Fast food	1	80
Pista ciclabile Alta Valle Seriana	Park	1	100
Laghetto Isola Felice	Lake	1	60
Monte Crosio	Museum	1	100
Oratorio San Giovanni Bosco	Church	1	100
Selva Di Gelo	B & B	1	100
Bed and Breakfast Bel Dummi	B & B	1	26.5
Appartamento Pineta con vista panoramica	House Flat	1	100
Cottage Casa Felice	Room Rental	1	100
Week end e non solo - Clusone	House Flat	1	100

As for point 2., the workshop's analysis concluded that the sentiment identified was high but mainly due to posts by locals. Encouraging residents to post as a destination community – also through non-social platforms like Tripadvisor and Google – was consequently recommended.

The agreed keywords were searched for in Google, Facebook and Twitter from December 1st, 2021 to January 31, 2022. Posts from Attilio Merati and ValSeriana e Val di Scalve were registered only once, where [#clusone] or [#VisitClusone] mean that the #clusone or #VisitClusone hashtags were also included in the post. Figures for Likes, Followers, Checks-in and TripAdvisor were updated to the last retrieval. Posts' objects were not registered. Keywords in the post were registered for Clusone Comune only. Posts from Clusone Comune clearly posted for residents only were not considered. Detailed results follow, and are available in xls format from the Google Drive repository.

#clusone

Web pages	URL	Contents	Comments	average evaluation
20220122	https://www.valseriana.eu/	ValSeriana e Val di Scalve		
20220122	https://www.comune.clusone.bg.it/	Comune di Clusone		
20220122	https://it.wikipedia.org/wiki/Clusone	Wikipedia		
20220122	https://www.tripadvisor.it/Attraction_Review-g1201172-d249674-Reviews-Clusone-Clusone_Province_of_Bergamo_Lombardy.html	TripAdvisor	283 comments	average evaluation 4.5 / last evaluation 20211129
20220122	https://www.visitbergamo.net/it/dettagli-oggetto/3035-clusone/	VisitBergamo		
20220122	https://www.in-lombardia.it/it/turismo-in-lombardia/bergamo-turismo/torchi-bergamo/clusone	inLombardia		
20220122	https://www.bandierearancioni.it/borgioclusone	TCI Bandiere Arancioni		
20220122	https://www.expedia.it/Clusone.dx6339454	Expedia		

Facebook profiles	Profile Name	Followers	Posts	Likes	Shares	Comments
20211202	Simona Visnoni	774	1	118	12	9
20211218	Simona Visnoni	774	1	35	11	3
20211220	Attilio Merati	46	1	85	0	23
20211222	Michèle Schiavi	818	1	159	0	23
20211224	Attilio Merati	46	1	27	0	30
20211231	Attilio Merati	46	1	6	0	16
20220117	Attilio Merati	46	1	36	0	24
20220122	Izabella Teresa Koska	1542	1	85	1	7
20211224	Attilio Merati	46	1	27	0	30
20220125	Attilio Merati [#VisaClusone]	46	1	39	0	6
20220131	Madalina Neacsu	34	1	58	17	13
Total			11	654	41	184



	Facebook pages		Likes	Followers	Checks-In	Posts	Likes	Shares	Comments	-)	positive in Comments	-)	neutral in Comments	-)	negative in Comments
20211201	https://www.facebook.com/eastlombardy	EastLombardy				1	26	2	0						
20211202	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		3	17	7	0						
20211203	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		2	9	3	0						
20211205	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		1	6	1	0						
20211207	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		4	40	13	12		bello, bravo				
20211208	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		1	14	2	0						
20211209	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		2	28	1	0						
20211208	https://www.facebook.com/clusoneberg/	Clusone Berg	2865	2792	6	1	8	2	0						
20211210	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		1	8	1	0						
20211210	https://www.facebook.com/ValserranaEValDiScalve/	VaSeriana e Val di Scalve	34005	35641	795	1	11	2	3				lavoro in remoto, pandemia		
20211211	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		2	39	19	1						
20211212	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		2	23	10	2						
20211215	https://www.facebook.com/abfclusone/	ABF - CFP Clusone	2541	2663	1062	1	50	1	0						
20211217	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		1	5	2	0						
20211223	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		1	7	3	0						
20211223	https://www.facebook.com/fisiberغامو/	FISI Bergamo	2205	2382	5	1	19	12	0						
20211223	https://www.facebook.com/paraborg/	Piano	585	637	9	1	13	317	3						
20211223	https://www.facebook.com/sclub13fondo/	Sclub13fondo	823	869	2	1	34	2	1						
20211224	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		4	68	9	1						
20211225	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	302		1	9	1	0						
20211225	https://www.facebook.com/friconbacco/	Enoteca birroteca e gastronomia brioconbacco	754	790	152	1	103	1	27						
20211226	https://www.facebook.com/Laura.Benzoni.guida.Bergamo/	Laura Benzoni Storica dell'arte e guida	2974	3188		1	43	8	1		fantastica				
20220106	https://www.facebook.com/jaccopscandellainregione/	Jacopo Scandella	8425	8614		1	62	0	1						
20220110	https://www.facebook.com/ValserranaEValDiScalve/	VaSeriana e Val di Scalve	34005	35641	795	1	63	28	0						
20220120	https://www.facebook.com/sara.biosmos21/	Sara consulente Biosmos	436	441		1	19	0	17						
20220120	https://www.facebook.com/abfclusone/	ABF - CFP Clusone	2541	2669	1062	1	18	1	0						
20220124	https://www.facebook.com/Laura.Benzoni.guida.Bergamo/	Laura Benzoni - Storica dell'arte e guida di Bergamo	2974	3188		1	13	0	0						
20220125	https://www.facebook.com/hillaryesteticaebenessere/	Hillary Estetica & Benessere	763	786	98	1	5	2	0						
20220127	https://www.facebook.com/Clusone-InContrade-110349378150180/	Clusone InContrade	286	287		1	8	9	0						
20220128	https://www.facebook.com/baccarolugli/	Luigi Baccaro	30k			1	34	12	1						
20220131	https://www.facebook.com/presolanarealestate/	Presolana Real Estate	1384	1415	33	1	68	6	0						
Total						43	870	477	70						

	Facebook communities					Posts	Likes	Shares							
20220108	https://www.facebook.com/cheideberghem	Cheî de Bèrghem				1	41	0	0						

	Facebook groups		Members			Posts	Likes	Shares			positive in Comments	-)	neutral in Comments	-)	negative in Comments
20211201	https://www.facebook.com/groups/398495697765812/	Sei della Valle Seriana se...	4.8k			1	16	5	0						
20211204	https://www.facebook.com/groups/398495697765812/	Sei della Valle Seriana se...	4.8k			1	77	0	6						male organizzato
20211203	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			2	721	68	63		stupendo, bello, natalizio				costo
20211204	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			1	109	14	2						
20211205	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			5	341	54	16		stupendo, neve, villaggioante				
20211206	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			1	137	2	10		bello, presape				
20211207	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			3	344	40	12		bello, nevicata				
20211208	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			2	343	20	16		neve, cuore				
20211209	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			4	860	73	55		meraviglia, magia		Crosio, Monte Poenta, Orologio		inquietudine
20211210	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			1	14	0	2				Museo Arte Tempo		
20211211	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			2	62	6	0				San Defendente, calendario		
20211212	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			5	396	14	8		abete, Contrade, pupazzo		oratorio, maratona		
20211214	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			3	372	4	60				cidabile, Florine, Contrade		cielo coperto
20211215	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			1	79	0	4						
20211216	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			1	30	2	0				Museo Arte Tempo		[comments turned off]
20211218	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			2	281	39	14		musicisti, Luna				
20211219	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			1	28	0	0						
20220121	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			1	4	1	0						
20220126	https://www.facebook.com/groups/392767704203408/	Sei di Clusone se...	4.8k			1	231	13	12		stupendo, bellissimo				
Total						38	4445	355	280						

	Twitter			Followers		Tweets	Likes	Retweets			positive in the post	-)	neutral in the post	-)	negative in the post
20211201	zazoomblog	Zazoom Social News		5736		1	0	0	0						
20211205	spqr_753aC	Christian Stellato		5		1	1	0	0				Carabinieri, #nottebianca, #mercatindinatale		
20211205	spqr_753aC	Christian Stellato		5		1	1	0	0				#nottebianca, #mercatindinatale		
20211210	Santalessandro1	Santalessandro		276		1	0	0	0				Il cielo di Santa Lucia		
20211211	AngeloScandella1	Angelo Scandella		11		1	0	0	0				#stettagica (sic)		
20220101	ThatLadyFromEU	That Lady from Europe		754		1	3	1	0				#astronomicalClock		
20220102	ThatLadyFromEU	That Lady from Europe		754		1	3	0	0				Pro.LocoClusone		
20220103	ThatLadyFromEU	That Lady from Europe		754		1	2	0	0				Santa Maria Assunta		
20220108	CheideBerghem	Cheî de Bèrghem		2074		1	1	1	1				Arianna Trusznach		
20220111	Rivista Sci Fondo	Rivista Sci Fondo		481		1	2	1	1				Campionati Italiani		
Total						10	13	3							

	Instagram					Posts									
on 20220122	#clusone					59030									
on 20220122	#clusonecentrostorico					541									
202112 01 through 07	#clusone					258									

	YouTube														
20220122	https://www.youtube.com/hashtag/clusone	< 100 videos and channels													

Turismo Pro Clusone TPC

	Facebook pages		Likes	Followers	Checks-In	Posts	Likes	Shares	Comments	-)	positive in Comments	-)	neutral in Comments	-)	negative in Comments
20211201	https://www.facebook.com/turismoproclusone	Turismo Pro Clusone TPC	8316	8727	138	5	101	13	8		bello, bravo				
20211202	https://www.facebook.com/turismoproclusone	Turismo Pro Clusone TPC	8316	8727	138	5	50	5	3		grazie				
20211204	https://www.facebook.com/turismoproclusone	Turismo Pro Clusone TPC	8316	8727	138	5	262	13	11		grazie, complimenti				discriminazioni
20211206	https://www.facebook.com/turismoproclusone	Turismo Pro Clusone TPC	8316	8727	138	1	5	2	1				green pass		
20211207	https://www.facebook.com/turismoproclusone	Turismo Pro Clusone TPC	8316	8727	138	1	26	6	3				prenotare		grazie
20211213	https://www.facebook.com/turismoproclusone	Turismo Pro Clusone TPC	8316	8727	138	1	10	1	0						
20211217	https://www.facebook.com/turismoproclusone	Turismo Pro Clusone TPC	8316	8727	138	1	11	3	0						
20211229	https://www.facebook.com/turismoproclusone	Turismo Pro Clusone TPC	8316	8727	138	1	6	0	0						
Total						20	471	43	26						

Clusone Comune

	Facebook pages		Likes	Followers	Checks-In	Posts	Likes	Shares	Comments	-)	positive in Comments	-)	neutral in the post	-)	negative in Comments
20211201	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	33	8	0				#sicilianoc2021, Crisio		
20211202	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	8	2	0				solidarietà		
20211203	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	32	39	17				dispositivi di protezione	4	nessuno fa controlli, obbligo
20211204	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	21	1	6		biodegradabili		#decorourbano	5	pallochini, ignoranza
20211205	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	4	0	4		biodegradabili		#decorourbano	3	pallochini, inquinamento
20211206	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	2	29	0	6				Fiornine, solidarietà	4	lassa, catrame
20211207	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	2	43	34	6		neve pari zero		centro vaccinale		
20211208	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	6	3	0				app, Municipium		
20211209	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	8	9	0				Centro Alito Donna		
20211211	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	25	6	0				apertivo		
20211213	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	2	1	0				#Clusoneiscadenza		
20211215	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	7	2	0				app, Municipium		
20211216	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	1	0	0				sport		
20211217	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	5	1	0				Babbo Natale		
20211218	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	22	5	0				#assessoratoculturacune		
20211219	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	20	0	0				#assessoratoculturacluse		
20211220	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	4	2	0				#vetrinaAcceseClusone		
20211221	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	0	0	0				Municipium		
20211227	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	2	9	5	0				#assessoratoculturacune		
20220103	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	2	2	0				#assessoratoculturacune		
20220104	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	9	5	0				#assessoratoculturacune		
20220119	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	1	5	0				disciplina della circolazione		
20220125	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	14	1	0				Comunità Montana		
20220127	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	26	11	0				Giornata della Memoria		
20220131	https://www.facebook.com/Clusone.comune/	Clusone Comune	1866	2195	1451	1	5	2	0				disciplina della circolazione		
Total						28	336	144	39						

	Twitter		Followers	Tweets	Likes	Retweets	-)	positive in Comments	-)	neutral in the post	-)	negative in the post
20211202	MyValleyIt	MyValleyIt	304	1	0	0				mascherine		
20211210	plasticfreeit	Plastic Free	1735	1	27	10						
Total				2	27	10						

	Instagram		Followers	Posts	-)	positive in Comments	-)	neutral in the post	-)	negative in the post
20220122	https://www.instagram.com/comune.clusone/	Comune di Clusone	768	26						
20220122	https://www.instagram.com/explore/tags/visitclusone/	#visitclusone		488						

#VisitClusone

	Web pages		Likes	Followers	Checks-In	Posts	Likes	Shares	Comments	-)	positive in Comments	-)	neutral in Comments	-)	negative in Comments
	https://www.visitclusone.it/														
	http://turismo.comune.clusone.bg.it/														

	Facebook pages		Likes	Followers	Checks-In	Posts	Likes	Shares	Comments	-)	positive in Comments	-)	neutral	-)	negative in Comments
20211201	https://www.facebook.com/Vinacoteca-146488712632661/	Vinacoteca	1023	1080	91	1	2	1	0						
20211203	https://www.facebook.com/Just-Green-handmade-108995391280566/	Just Green #handmade	486	499		1	20	4	0						
20211204	https://www.facebook.com/Vinacoteca-146488712632661/	Vinacoteca	1023	1080	91	1	5	1	0						
20211216	https://www.facebook.com/museoartetempoclusone/	MAT-Museo Arte Tempo	2009	2094	306	1	3	8	0						
20211217	https://www.facebook.com/Just-Green-handmade-108995391280566/	Just Green #handmade	486	499		1	30	6	0						
20211218	https://www.facebook.com/leideedelbaifo/	Le idee del baifo	73	78		1	6	0	0						
20211226	https://www.facebook.com/museoartetempoclusone/	MAT-Museo Arte Tempo	2009	2094	306	1	2	1	0						
20211231	https://www.facebook.com/museoartetempoclusone/	MAT-Museo Arte Tempo	2009	2094	306	1	9	1	0						
20220101	https://www.facebook.com/museoartetempoclusone/	MAT-Museo Arte Tempo	2009	2094	306	1	4	1	0						
20220103	https://www.facebook.com/merceriaordiana/	Merceria di Lana Clusone	2340	2418	343	1	2	0	0						
20220108	https://www.facebook.com/Vinacoteca-146488712632661/	Vinacoteca	1023	1080	91	1	6	2	0						
20220120	https://www.facebook.com/cottagecasafelice/	Cottage Casa Felice	334	363	2	1	10	1	0						
Total						12	99	25	0						

	Facebook groups		Members	Posts	Likes	Shares	-)	positive in Comments	-)	neutral in Comments	-)	negative in Comments
20211210	https://www.facebook.com/groups/992767704203408/	Sei di Clusone sa...	4.8k	1	15	2						
20220121	https://www.facebook.com/groups/992767704203408/	Sei di Clusone sa...	4.8k	1	4	1						
Total				2	19	3						

ValSeriana e Val di Scalve

	Web pages		Likes	Followers	Checks-In	Posts	Likes	Shares	Comments	-)	positive in Comments	-)	neutral in Comments	-)	negative in Comments
	https://www.valseriana.eu/	ValSeriana e Val di Scalve													

	Facebook pages		Likes	Followers	Checks-In	Posts	Likes	Shares	Comments	-)	positive in Comments	-)	neutral	-)	negative in Comments
20211201	https://www.facebook.com/ValserianaEValDiScalve/	ValSeriana e Val di Scalve	34005	35641	795	1	577	169	5					1	Gleno, tragedia
20211202	https://www.facebook.com/ValserianaEValDiScalve/	ValSeriana e Val di Scalve	34005	35641	795	1	98	12	7		bello		funivia, Albino		
20211203	https://www.facebook.com/ValserianaEValDiScalve/	ValSeriana e Val di Scalve	34005	35641	795	4	459	43	12		neve				prezzo, cena, impianti, Spiezzi
20211204	https://www.facebook.com/ValserianaEValDiScalve/	ValSeriana e Val di Scalve	34005	35641	795	3	107	15	1				Martina		



ID	URL	Text	34005	35641	795	1	91	7	0						
20211205	https://www.facebook.com/ValsertianaEValDiScalve	Scalve													
20211206	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	76	12	0						
20211207	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	192	13	1					1	non comodissimo
20211208	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	3	265	17	6						
20211209	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	87	21	2					1	palfoncini
20211210	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	4	182	21	3						
20211211	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	3	95	20	0						
20211212	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	3	362	56	10						
20211213	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	14	8	0						
20211214	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	3	214	23	0						
20211215	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	40	7	0						
20211216	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	259	42	1						
20211217	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	78	11	0						
20211218	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	78	21	0						
20211219	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	40	1	0						
20211220	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	180	14	7						
20211221	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	105	16	0						
20211222	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	53	2	3						
20211223	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	7	1	0						
20211224	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	43	3	2						
20211225	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	106	5	3						
20211226	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	139	15	0						
20211227	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	309	15	3						
20211228	https://www.facebook.com/ValsertianaEValDiScalve [#clusone]	VaSeriana e Val di Scalve	34005	35641	795	2	149	15	3						
20211229	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	102	13	5						
20211230	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	147	14	0						
20211231	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	168	16	4						
20220101	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	51	4	0						
20220102	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	164	9	0						
20220103	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	3	381	24	3						
20220104	https://www.facebook.com/ValsertianaEValDiScalve [#clusone]	VaSeriana e Val di Scalve	34005	35641	795	2	159	18	4						
20210105	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	249	47	8						
20210106	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	121	15	0						
20210107	https://www.facebook.com/ValsertianaEValDiScalve [9/ValClusone]	VaSeriana e Val di Scalve	34005	35641	795	1	503	38	9						
20210108	https://www.facebook.com/ValsertianaEValDiScalve [9/ValClusone]	VaSeriana e Val di Scalve	34005	35641	795	1	77	6	3						
20210109	https://www.facebook.com/ValsertianaEValDiScalve [9/ValClusone]	VaSeriana e Val di Scalve	34005	35641	795	1	150	12	0						
20220110	https://www.facebook.com/ValsertianaEValDiScalve [9/ValClusone]	VaSeriana e Val di Scalve	34005	35641	795	2	193	35	0						
20220111	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	60	17	2						
20220112	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	137	24	6						
20220113	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	142	12	1						
20220114	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	27	4	0						
20220115	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	92	15	0						
20220116	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	118	11	0						
20220117	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	53	13	2						
20220118	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	3	296	77	0						
20220119	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	273	63	11						
20220120	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	76	18	0						
20220121	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	37	6	0						
20220122	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	74	4	0						
20220123	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	60	2	0						
20220124	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	145	28	3						
20220125	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	207	33	1						
20220126	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	28	3	0						
20220127	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	157	33	2						
20220128	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	1	38	10	0						
20220129	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	78	4	2						
20220130	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	107	9	0						
20220131	https://www.facebook.com/ValsertianaEValDiScalve	VaSeriana e Val di Scalve	34005	35641	795	2	117	7	4						
Total						105	9192	1249	139						

	Twitter		Followers	Tweets	Likes	Retweets									
20211203	MyValley.it	MyValley.it	304	1	0	0									
last post May 4 2019	VaSeriana	VaSeriana&ValScalve													

	Instagram		Followers	Posts											
20220122	https://www.instagram.com/valsertiana_e_scalve/	VaSeriana e Scalve	10700	600											
20220122	https://www.instagram.com/explore/tags/valsertiana_e_scalve/	#valsertiana_e_scalve		13013											

Maj, too, had the opportunity to start a partnership with PromoSerio.



As PromoSerio maintains in its website (<https://www.valseriana.eu/promoserio/>) : "a rebirth of the Valley is possible only by combining energies, creating a true geographical unity between the south and the north of Seriano and a synergy between the protagonists of the territory".

For this reason, as agreed in November, Maj's job was to provide a sentiment analysis by analysing the points of interest and # provided by PromoSerio.

Basically, the work consisted in looking for the points of interest and # on Instagram, Facebook e Twitter. Everyday she had to search every page corresponding to the points of interest indicated by PromoSerio and count how many posts there were on the pages. For each post, the numbers of likes and shares was counted, then trying to understand if the words in the comments were positive, neutral or negative.

It was a hard work, but worthwhile. Maj also took into consideration TripAdvisor and Google Maps. There, there is not a specific period of time to consider, as they represent the situation.

Thanks to the Agcom Communications Observatory we can know the trends on the various social networks. Agcom is an independent authority that ensures correct competition between the operators of the communication market and monitors access to media and sources of information. As emerged from the analysis carried out in March 2020, the number of active Facebook users is 38.4 million, 28.8 million on Instagram and Twitter in last place with 12.8 million. This data can be interesting and useful before proceeding to the analysis of the result for each social media.

On Instagram and Facebook the number of posts proved to be quite high. The trend started dropping during Christmas time. On the other hand, the number of posts increased starting from the day of the Immaculate Conception, because on the 8th, snow started to fall.

Here are the results of Instagram, available in xlsx format from the Google Drive repository.

Comments found under the posts are almost all positive. The only negative ones concern the pandemic condition and the resulting measures adopted (green pass, masks ...).

This appreciation can be due to the fact that the most users are residents, with the aim of promoting their territory – of course they love it. The sentiment analysed may be influenced by the provenience of the users, and just a few of them are visitors.

The table shows that positive adjectives are by far more than the negative ones. They include states of mind in the field of emotions and feelings. Most of the pictures aren't selfie, and so it's understandable that the subject of the photo is living an experience with someone else. The total number of posts in the considered period is 649.

	A	B	C	D	E	F
1	Date	Piazza orologio Clusone	Posts of the day	Positive	Neutral	Negative
2	04-dic		1			
3			1	wonderlust		
4	06-dic		1			
5			1	magianatalizia		
6			1			
7	07-dic		1			
8	08-dic		1	lucidinatale		
9	10-dic		1			
10	11-dic		1			
11	17-dic		1			
12	18-dic		1			
13	20-dic		1			
14	25-dic		1	happiness, goodvibes, kiss	christmas, meandyou	
15	29-dic		3			
16	30-dic					
17	31-dic		1			
18	01-gen		4			
19	02-gen		5			
20			1			
21	03-gen		1			
22			1			
23	05-gen		1			
24	07-gen		1		passeggiateinmontagna, trekking	
25	08-gen		1			
26	10-gen		5	bestworldpics		
27			1			
28	15-gen		1			
29	19-gen		1			
30	22-gen		1			
31			1			
32	29-gen		1			
33	30-gen		1			

Date	Museo arte e tempo	Posts of the day	Positive	Neutral	Negative
03-dic		1			
09-dic		1			
10-dic		1			
16-dic		1			
18-dic		1			
24-dic		2			
26-dic		2		art	
31-dic		8		arte	
01-gen		1		cultura	
04-gen		1		art	
15-gen		1		cultura	
16-gen		1			
21-gen		1		cultura, turismoculturale	
22-gen		1		paintings	
30-gen		1			

Date	rofugio san lacio	Posts of the day	Positive	Neutral	Negative
07-dic		1			
09-dic		1	happiness	snow	
10-dic		1			
11-dic		1			
12-dic		1			
17-dic		1			
25-dic		1			
31-dic		1			
13-gen		1	seratainsieme		
16-gen		1	smile, beautiful, camminare		
17-gen		1			
30-gen		1			

Date	montefarno	Posts of the day	Positive	Neutral	Negative
05-dic		10			
07-dic		10	happy		freddo
13-gen		1			
15-dic		10			
08-dic		1			tormenta
07-dic		1			
08-dic		10			
09-dic		20			
09-dic		2			
10-dic		1	magic		
11-dic		1			
11-dic		1	travel, magicmoments		
11-dic		1			
16-dic		4			
17-dic		3			
18-dic		2			
19-dic		1			
30-gen		10			
15-dic		2	sunny		freezingcold
16-dic		1	landscapes, view		
17-dic		2			
18-gen		2			
19-dic		1			
17-dic		10			
18-dic		10	relaxtime, naturelovers		

Date	clusone centro storico	Posts of the day	Positive	Neutral	Negative
03-dic		10	bellezenaturali, bellezzetaliane		
10-dic		10	mangiarebene		
11-dic		10			
12-dic		2			
18-dic		30		ideeregalo, ideenatale, natale	
24-dic		1		luminarie, natale	
25-dic		1		xmas	
09-gen		1			
21-gen		4			

Date	piazza della rocca	Posts of the day	Positive	Neutral	Negative
01-dic		1	relax, gift		
02-dic		1			
04-dic		1			
14-dic		1			
28-dic		1			



Table with columns: Facebook pages, Likes page, Followers, Posts of the day, Likes post, Shares, Positive, Neutral, Negative. Includes data for Museo Arte Tempo and Piazza dell'Orologio.

Table with columns: Facebook pages, Likes page, Followers, Posts of the day, Likes post, Shares, Positive, Neutral, Negative. Includes data for Museo della Basilica, Clusone centro storico, and piazza della rocca.

Table with columns A-J containing detailed data for various Facebook posts, including likes, shares, and comments.

Facebook user/rifugio san lucio		Likes page	Followers	Posts of the day	Likes post	Shares	Positive	Neutral	Negative
01-dic	https://www.facebook.com/rifugiosanlucioclusionone	4795	4977	1	9				
10-dic	https://www.facebook.com/rifugiosanlucioclusionone	4795	4977	1	371	11	meraviglioso		
15-dic	https://www.facebook.com/rifugiosanlucioclusionone	4795	4977	1	111				
30-gen	https://www.facebook.com/rifugiosanlucioclusionone	4795	4977	1	216	15			
Facebook user/la spessa		Likes page	Followers	Posts of the day	Likes post	Shares	Positive	Neutral	Negative
07-dic	https://www.facebook.com/29acenzilaspessa	1911	1820	1	3	1			
Facebook user/rifugio casinelli		Likes page	Followers	Posts of the day	Likes post	Shares	Positive	Neutral	Negative
05-dic	https://www.facebook.com/pages/Rifugio-Baita-Cassinelli/461469093955063	412	412	1	47		emotion positive		
08-dic	https://www.facebook.com/pages/Rifugio-Baita-Cassinelli/461469093955063	412	412	1	35				
10-dic	https://www.facebook.com/pages/Rifugio-Baita-Cassinelli/461469093955063	412	412	1	66	4			
02-gen	https://www.facebook.com/pages/Rifugio-Baita-Cassinelli/461469093955063	412	412	18	22	1			
16-gen	https://www.facebook.com/pages/Rifugio-Baita-Cassinelli/461469093955063	412	412	17	32				
28-gen	https://www.facebook.com/pages/Rifugio-Baita-Cassinelli/461469093955063	412	412	1	11				
29-gen	https://www.facebook.com/pages/Rifugio-Baita-Cassinelli/461469093955063	412	412	7					
Facebook user/monte falecchio		Likes page	Followers	Posts of the day	Likes post	Shares	Positive	Neutral	Negative
06-dic	https://www.facebook.com/pages/Monte-Falecchio/401500466551080	36	36	1	13				
22-dic	https://www.facebook.com/pages/Monte-Falecchio/401500466551080	36	36	2	24	2			
01-gen	https://www.facebook.com/pages/Monte-Falecchio/401500466551080	36	36	10	83				
08-gen	https://www.facebook.com/pages/Monte-Falecchio/401500466551080	36	36	22	53				
Facebook user/rifugio magnolini		Likes page	Followers	Posts of the day	Likes post	Shares	Positive	Neutral	Negative
02-dic	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	91	21	garanzia (di trovarsi bene)		
04-dic	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	70	11	mangiato bene		
06-dic	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	61	2	sunrset/over		
09-dic	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	20	32			
15-dic	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	44	11	bravissimi		
24-dic	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	1	53	gentilissimi		
01-gen	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	65	1			
04-gen	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	32	2			
16-gen	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	35	15			
25-gen	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	35	17			
28-gen	https://www.facebook.com/Rifugio-Magnolini-109082628192800	720	676	1	30				
TOTALE					485	3118	357		

Twitter is not pretty used, as it does not offer a great deal of involvement, despite the large number of users. The total number of posts is 34 and there is never a day with more than 5 posts.

Date	chiesa del paradiso	Posts of the day	Positive	Neutral	Negative
14-dic		1			
Date	palazzo fugarcia	Posts of the day	Positive	Neutral	Negative
04-dic		1	esperienza culturale		
07-dic		1			
Date	museo arte e tempo	Posts of the day	Positive	Neutral	Negative
04-dic		1			
Date	cusone centro storico	Posts of the day	Positive	Neutral	Negative
02-dic		1	segnale positivo		
02-dic		1			
02-dic		2			
02-dic		1			obbligo mascherina
Date	oratorio dei discepoli	Posts of the day	Positive	Neutral	Negative
03-dic		1			
22-gen		1			
Date	pizzo formico	Posts of the day	Positive	Neutral	Negative
07-dic		5			trekking
08-dic		2			trekking
22-dic		3			
28-dic		1			annullatamessa
04-gen		1			
Date	monte farno	Posts of the day	Positive	Neutral	Negative
07-dic		4			trekking
08-dic		2			trekking
20-dic		1			
19-dic		1			luce
16-gen		1			
Date	rifugio magnolini	Posts of the day	Positive	Neutral	Negative
11-dic		1	relax, tisane, buoncibo		
22-gen		1			ansia dislivello
TOTALE			34		

On Google and Tripadvisor the situation gives optimistic data. On Google the average appreciation of all the places is 4,54 (out of a maximum of 5 points). The only point of attraction that has a score less than 4 is Rifugio Magnolini.

While on TripAdvisor, the average appreciation of all the places is 4,16 (out of a maximum of 5 points). And still here, the only point of attraction that has a score less than 4 is Rifugio Magnolini.

Here the results:



A	B	C	D
Nome	Link	Punteggio su 5	Recensioni
1	Basilica S.Maria Assunta e San Giovanni Battista		
2	Chiesa del Paradiso	4,5	57
3	Palazzo Fogaccia	4,5	17
4	Piazza dell'orologio	4,5	6
5	Chiesa sant'anna	4	45
6	S. Defendente, rifugio dei viaggiatori con S. Martino e Ciclo di vita	4	11
7	Danza macabra	4,5	13
8	Torre dell'orologio	4,5	148
9	Oratorio dei disciplini	4	45
10	Piazza dell'orologio	4,5	36
10	Oratorio dei disciplini		
	Piazza dell'orologio	4,5	36
11	Rifugio san Lucio	4	45
12	Monte farno	4,5	356
13	Rifugio parafulmine	4,5	96
14	Rifugio cassinelli	3,5	45
15	Rifugio magnolini	4	157
16			
17			
18	MEDIA PUNTEGGI	4,16666667	
19	TOTALE RECENSIONI		1238
20			

A	B	C	D
Nome	Link	Punteggio su 5	Recensioni
1	Basilica S.Maria Assunta e San Giovanni Battista		
2	Chiesa del paradiso	4,7	272
3	Palazzo Fogaccia	4,6	108
4	Museo della basilica	4,7	11
5	Chiesa sant'anna	4,3	3
6	Fontanino della mamma	4,3	60
7	Danza macabra	4,8	50
8	Edificio comunale con i meccanismi dell'orologio	4,6	267
10	Museo arte e tempo	4,5	83
11	Oratorio dei disciplini	4,7	61
12	Chiesa dei Morti Nuovi e Chiesa dei morti Vecchi	4,4	186
13	Pizzo formico	4,7	84
14	Zuccone	5	3
15	Rifugio San Lucio	4,5	989
16	San Rocco	4,6	109
17	Pianone	4,4	640
18	Monte Farno	4,6	93

A	B	C	D
Nome	Link	Punteggio su 5	Recensioni
Monte Farno		4,6	93
Monte Blum		4,7	109
Rifugio parafulmine		4,2	643
Baita cassinelli		4,2	736
Monte Crosio		4,6	12
Rifugio magnolini		3,9	503
MEDIA PUNTEGGI		4,54545454	
TOTALE RECENSIONI			5024

To help promote the Rifugio, the following strategies emerged from the workshop's discussion.

- Encouraging posts with a gadget, for example following the scheme: "A free shot every 5 posts" or a reward for the best picture of the month.
- Organizing guided excursions (even with transport for elderly people or people unable to walk) to increase tourism "at high altitude".
- Dedicating a space on the PromoSerio website to lesser known places.

This does not mean that places with many interactions should be abandoned and not valued. It means simply that they are already able to make themselves known, and now it's up to the "alien" places to show themselves.

It was also noted that open air places (squares, mountains ...) are becoming more popular than indoor places. An example is the Museo Arte Tempo, which seems not to be visited too much. Probably, the cause of this situation is the unfortunate global pandemic that leads people to avoid gatherings. What's more, people could prefer staying outside to be free to take off their mask and to breathe fresh air.

What Maj hopes she provided to PromoSerio is an analysis of the points of interest in the territory, in order to have a clearer idea of what to promote and what does not "need" further promotion.

Limitations and problems dealt with the difficulty of counting posts and interactions every day. Another difficulty came from the fact that Instagram does not show the number of likes any longer. Trying to evaluate if a comment / a word / a hashtag has to be considered positive, negative or neutral was also arduous.

Strengths and weaknesses

The workshop's strengths and weaknesses were discussed during the conclusions, shared in the Google Drive repository at https://drive.google.com/drive/folders/1w1JjUZTj06fE0W_iYF9z2ZaT_3pRYCK.

Strengths include the CBL methodology, the involved entities' maturity (which granted that there was no need to start from scratch in any tourism management issues), the establishment of a successful Facebook page (<https://www.facebook.com/laviapriula>), and continuity from previous academic years.

Weaknesses concern an insufficient meeting time allowed by the University of Bergamo (18, vs. 30 hours in previous academic years), a low quality of some digital products released (a consequence of insufficient time allowed), no current results in any participations of the involved entities in the Bergamo and Brescia Italian Capitals of Culture 2023 project, and some uncertainty whether the workshop's task – a rebirth in the Alps – will ever be reached. Contributions to the latter process, however, have certainly been provided.